



Sea Pact | United for a Sustainable Future

Sea Pact Announces New Chairman

SANTA CRUZ, CA, June 29th, 2015 – Sea Pact, a coalition of seafood industry leaders, has elected a new Chairman for its advisory council. Guy Dean, VP/CSO at Albion Fisheries Ltd is now chairman, taking the place of former chairman Logan Kock, Vice President of Strategic Purchasing & Responsible Sourcing at Santa Monica Seafoods. Sea Pact is a coalition of seafood distributors who strive to advance environmentally sustainable fisheries and aquaculture practices and provide the building blocks of a long term and sustainable seafood industry by financially contributing to fisheries and aquaculture improvement. “I’m honored to be elected to this role from my peers and people I respect in the industry” says Guy Dean, “but more importantly, I’m grateful for the contribution and commitment Logan made in the formation of Sea Pact and am humbled to follow his leadership”.

The seafood industry can be a powerful force for improving the environmental sustainability of seafood and ocean ecosystems, particularly when efforts are coordinated to best leverage funds for positive change. Through pooling resources and knowledge to promote fisheries and aquaculture improvements, Sea Pact continues to provide funding for projects in fisheries and aquaculture improvement, and is opening its fourth Request for Proposals in the month of July. “We are really thrilled with our upcoming 4th RFP as we will be concentrating our effort on current issues affecting our industry now and in the immediate future. We look forward to receiving proposals focused on *supporting innovation in aquaculture, social responsibility in the seafood supply chain, and working towards new techniques and technologies for by catch reduction in wild capture fisheries*” says Guy Dean.

Albion Fisheries Ltd, Fortune Fish & Gourmet, Ipswich Shellfish Group, Santa Monica Seafood, Seacore Seafood and Seattle Fish Co. are the founding members of Sea Pact and share an active progressive approach to their sustainability commitments. In addition to the founding members, the group also includes members Stavis Seafood, JJ McDonnell, and A.C. Covert, who share similar outlooks and approaches to seafood sustainability. Sea Pact receives sustainability counsel from non-profit organizations FishWise, Sustainable Fisheries Partnership (SFP), and Resiliensea. Sea Pact is a project under New Venture Funds 501c3 non-profit status. To learn more about Sea Pact, visit their website [http:// www.seapact.org/](http://www.seapact.org/).